



# RESEARCH PRESENTATION ON POTENTIAL ALTERNATIVE AGRICULTURAL ENTERPRISES IN ZAMBIA

RABBIT
PRODUCTION/MARKETING
RESEARCH.



# PRESENTER

# NDHLOVU MAKABANISO B.Sc. Agric



# INTRODUCTION

## **Origin**

- -One/earliest meat foods of man
- -Domestic rabbit/devpt from wild European rabbit(*Oryctolagus cuniculus*)
- -Ancestral home of rabbits/Iberian penisula/spread to other of mediteanean &finally throughout W.Europe.



# **RABBIT**

### **GENERAL BILOGY**

Mammal/herbivoer

Order/lagomorpha

Size range/lifespan

Varying from 1kg(Newzeland dwarf) to 6kg/more (Flemish giant)

Females heavier/males



# BREEDS RAISED IN ZAMBIA

### 1. Californian white:

A white body /colored (black) nose ears feet/tail -well fleshed/weighs between 3-4 kgs.





# 2. Newzealand White

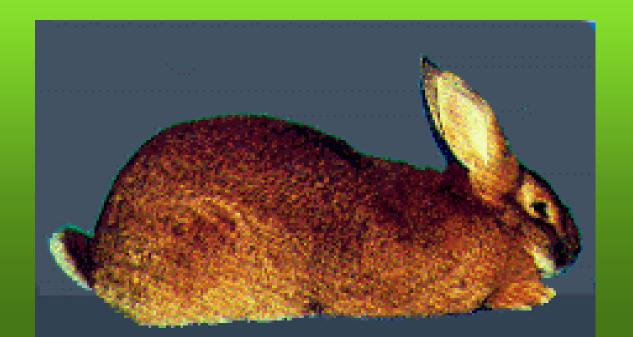
A pink—eyed /white body also red and black varieties. Particularly well fleshed rabbit weighing approximately: 4-5 kgs.





# 3. Flemish Giant

Generally a steel or Grey colored rabbit -weighs between 6-8 kgs with a well-fleshed body.



# Advantages of raising rabbits

- 1. The rabbits small/ very cheap to buy/ house.
- 2. Rabbits highly prolific.
- 3. Rabbits grow very rapidly
- 4. Rabbits/efficient converters /wide range of feeds.
- 5. Highest protein percentage
- 6. Meat has much lower cholesterol level than chicken/turkey/beef/pork
  - 7. Meat is lower in % of fat

### $\mathbf{Q}$

# HOUSING

- \*MUST have proper Ventilation/cooling/heating/lighting
- \*Difference between profit/loss is proper housing &poor housing
- Cold is not a problem but heat is.
- -Rabbits perform well between 5°c & 22°c never more than 32°c
- \*Housing of rabbits(3-types)
- -Hutches/morant-ark/colonies.



# **EQUIPMENT/MACHINERY**

- \*Little/required for specialized equipment.
- -For feeders and waterers/can use half a litter sugar bowls/tins that are washable can work just fine.
- -Nest boxes can be made of non-heated wood/wire mesh/steel metal
- -Earth/concrete floors can be used/require frequent cleaning.





- \*Type
- \*Vitality
- \*Rapid growth
- \*Disease resistance
- \*Regular breeding
  - \*Longevity
  - \*Mortality



# **Feeds**

- •Rabbits are very adaptive(chicken/garden waste/crop residues)
- Wide range of nutritious grasses/fed(elephant grass, Guatemala grass, brachiaria para grass, mollasses grass, etc.
- Leguminous plants desmodium, black jack, beans, groundnuts etc/key source of protein.



# Diseases of rabbits

Conjuctivitis(inflamed eyelid/discharge form the eyes) caused by irritation from smoke/dust/sprays/fumes.

Others includes Pasteurellosis(inflamation of mucous membrane/air passages/lungs),Coccidiosis,intestinal & enteritis (inflamed intestines)

Item	Quantity	Unit	Price	Amount	your estimate	of the second
Receipts						
Fryers	1232	kg		K1,971,200		
Less 5% mortality	y 61.6	kg	K1600	98,560		
<b>Total receipts</b>				KI,872,640		
Variable costs						
Pellets (0.2kg/rag	1120	kg	K500	K560,000		
Hay (0.1kg/rag) Veterinary and	560	kg	K100	K56, 000		
<b>Disinfectants</b>				K100,000		
Miscellaneous				K 50,000		
Total variable cos	sts			K766,000		
Fixed costs.	200	1	T74000	17200 000		
Labor Ruildings/cogos	280	days	K1000	K280, 000		
Buildings/cages /handling facilitie	:S			K200,000		
Total costs				K1, 246,000		
Gross margin				K1,205,200		
Net returns				K725, 000		



# PRODUCTION CONSTRAINTS

- \*Lack of well established breeding centers.
- \*Chemicals and Drugs are expensive
- \*There is no serious extension service.
- \*Lack of Credit facilities.
- \*Lack of established marketing system
- \*Lack of post harvest handling facilities.



# MARKETING RESEARCH

- \*Before you start producing rabbits, you must identify you market. When raising rabbits for meat,
- -Consider the availability of slaughtering facilities, type of packaging required, transportation costs and potential buyers.



# INTERNATIONAL MARKETS

Always/available, supply being /problem. Rabbit /main source of meat in China, Spain, Italy and most European countries for centuries. In the United States alone some 260 million table rabbits were consumed /1997. China has shown very strong interest in importing around 100 tones of white table rabbit meat every month-more than 10 times the current production. (Sign /high international market).



# Pricing.

- \*Pricing/gauged/cost efficient production/general public in mind, so as to turn over the product fast and allow everyone the benefit/healthy/high protein diet
- -With prices similar to chicken. White meat is currently trading at around \$5/kg/Zambia/@ \$11/Australia and is exported at around \$6/kg.



# **Conclusion**

- •Having seen how productive rabbits are in our local conditions, I would definitely urge farmers both small and large scale to go into it's production
- •The market is there all what is remaining is information disermination to make people understand that rabbit meat is the best.